เทคโนโลยีปัญญาประดิษฐ์ (AI) ที่ส่งผลกระทบต่อลูกค้าและพนักงานเมื่อนำมาปรับใช้ในธุรกิจดูแลรถยนต์

The Impact of AI Application on Customers and Employees in Auto-Detailing Business

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งานวิจัยนี้มีจุดหมายเพื่อสำรวจว่าระดับการยอมรับเทคโนโลยีปัญญาประดิษฐ์ หรือ AI สามารถเพิ่มความพึงพอใจของลูกค้า และประสิทธิภาพการทำงานของพนักงาน ในธุรกิจดูแลรถยนต์ได้หรือไม่ อย่างไร โดยใช้ธุรกิจดูแลรถยนต์ที่ตั้งอยู่ในกรุงเทพมหานคร ชื่อ Wisdom Car Detailing เป็นกรณีศึกษา ซึ่งข้อมูลถูกเก็บรวบรวมผ่านวิธีการวิจัยแบบผสมผสาน โดยครอบคลุมทั้งการสำรวจเชิงปริมาณจากลูกค้าและเชิงคุณภาพจากพนักงานในองค์กร

ผลการวิเคราะห์ข้อมูลด้วยสถิติเชิงพรรณนา และการวิเคราะห์การถดถอยพหุคูณพบว่า เทคโนโลยีปัญญาประดิษฐ์ หรือ AI สามารถช่วยปรับปรุงคุณภาพการบริการ และประสิทธิภาพการทำงานของพนักงานได้ โดย 85% ของลูกค้าที่มาใช้บริการ มีระดับความพึงพอใจที่สูงขึ้น หลังจากได้นำเทคโนโลยีปัญญาประดิษฐ์เข้ามาร่วมใช้ในธุรกิจ ดังนั้น สามารถสรุปได้ว่า เมื่อระดับการยอมรับเทคโนโลยีสูงขึ้น ระดับความพึงพอใจในการบริการ ระดับความพึงพอใจในงาน และประสิทธิภาพการทำงานของพนักนั้นก็เพิ่มขึ้นเช่นกัน นอกจากนี้ การสัมภาษณ์เชิงลึกกับพนักงาน ยังแสดงให้เห็นว่า การฝึกอบรมและการพัฒนาทักษะในด้านนวัตกรรมอย่างต่อเนื่อง นับเป็นปัจจัยสำคัญในการปรับปรุงคุณภาพของการบริการและองค์กรเช่นกัน

คำสำคัญ: ธุรกิจดูแลรถยนต์ เทคโนโลยีปัญญาประดิษฐ์ ความพึงพอใจของลูกค้า ประสิทธิภาพของพนักงาน

ABSTRACT

The objective of this research is to explore the impact of technology acceptance on both customer satisfaction and employee efficiency in the auto-detailing business, using Wisdom Car Detailing, a car detailing service located in Bangkok, as a case study. By using a mixed-method approach, quantitative data were collected through structured questionnaires and analyzed using multiple regression analysis, and qualitative data were collected from interviews with their employees.

Technology acceptance has a strong positive correlation with customer satisfaction and employee efficiency. Post-AI integration, 85% of customers have agreed that their experiences have improved, and further studies have suggested that success in training employees and organizational innovativeness can enhance service quality and overall organizational performance.

Keywords: Auto-detailing, Artificial Intelligence (AI), Customer satisfaction, Employee efficiency

1. Introduction

The auto detailing industry has undergone tremendous changes by incorporating emerging trends in AI technologies, which have revolutionized service delivery, customer engagement, and operational management (Reznikov, 2024). An increasing concern with Enterprises is the ability to deliver Experiences with respect to changing consumer expectations where there is a pressing requirement to adopt audacious and integrated AI-enabled solutions to ensure satisfaction and speed with operations. The first true industrial revolution is in effect today and cannot be treated as a passing trend but rather a coalescing of individual efforts of traditional systems to come back in track so as to encompass the swift moving wave of modern technology and consumer needs (Ding, 2023).

As new vehicles are being purchased (The Department of Land Transport, 2024), the need for detailing services is increasing. The auto detailing industry is among the most competitive global industries; yet, many businesses continue using traditional methods, which affect their performance regarding meeting customer expectations for quality, convenience, and efficiency (Gellas, 2022). Specific reluctance to adopt AI technologies is likely to hinder employee productivity, as they may continue to "do their jobs" manually and miss out on improved tools that automate repetitive tasks (Ofosu-Boateng & Acquaye, 2020).

We took a case study of Wisdom Car Detailing, a car detailing service in Bangkok, to find out how AI changed their way of delivering service and customer experience. As the company adopted AI technologies, it encountered challenges related to manual scheduling, inventory management, and customer interactions after the integration (Tula, 2024). These traditional mechanisms resulted in errors, missed appointments, and an inability to keep pace with surging customer expectations for quality and convenience. Therefore, Wisdom Car Detailing has started using examples of AI solutions. For example, automated scheduling, inventory management systems, CRM software, and AI-driven marketing are the current AI solutions being explored by Wisdom Car Detailing to solve these problems.

Like many non-AI sectors, the auto-detailing industry has its own problems. Due to manual processes and a lack of data-driven strategies, the operational efficiency of such industries suffers immensely. Manual appointment scheduling leads to double bookings and longer wait times, while inefficient inventory management results in over-ordering or stock shortages that hinder service delivery (Huang & Rust, 2020; Getchell et al., 2022). The absence of data analytics limits personalized services, pushing businesses toward generic offerings that fail to meet customer needs, whereas AI can enable customized products and enhance customer loyalty (Iaia et al., 2023). In addition, outdated communication practices lead to customer dissatisfaction, while AI-powered platforms can enhance customer engagement (Austin et al., 2021). Lastly, labor-intensive documentation processes increase the risk of information loss, but AI can streamline documentation and data management, which is crucial for fast-paced environments (Lichtenthaler, 2020).

Objectives of research

1. To assess the impact of AI technology acceptance on the service satisfaction of customers.

2. To explore the Impact of Employee Efficiency in relation to Technology Acceptance (TAM/UTAUT) to reflect on how much employees' acceptance of AI technologies affects their efficiency in task completion.

Benefits of research

1. Higher satisfaction rates with AI-tailored services because businesses curate offerings based on customer preferences.

2. This process automation means that employees can spend more time on higher-level activities that are more strategic to the business, increasing productivity.

3. Studying the customer and employee aspects of technology acceptance (TAM/UTAUT) to identify the connection will provide guidelines to enhance adoption.

Scope of study

1. Scope of the Sample Group Used in the Research Study

The respondents of this research study will comprise the employees and customers of Wisdom Car Detailing. This research aims to gain valuable insight into AI's impact on the auto detailing industry, as a specific sector.

2. Scope of Variables Used in the Research Study

The study uses several variables based on the Technology Acceptance Model (TAM) and Unified Theory of Acceptance and Use of Technology (UTAUT) to investigate the impact of AI applications on customers and employees in the auto detailing business. These factors were carefully selected for their relevance to the aims of this study, as well as the robust support in academic literature for their role in technology acceptance.

2. Literature Review and Theoretical Framework

2.1 Technology Acceptance Model (TAM) by Davis (1989)

The Technology Acceptance Model (TAM) is now a well-established theory of user acceptance of technology. The model groups two major factors affecting an individual's intention to technology adoption: perceived usefulness (PU) and perceived ease of use (PEOU). The higher perceived usefulness was found to be positively associated with intention to adopt a technology (Davis, 1989). If the systems are easy to operate, people are more likely to accept them based on social norms; thus, the higher the perceived ease of use, the higher the perceived usefulness (Yudiantara & Widagda, 2022). It is the joint effects of a person's tendency toward perceived usefulness and perceived ease of use that determine technology acceptance (Jatimoyo et al., 2021).

2.2 The Unified Theory of Acceptance and Use of Technology (UTAUT)

This is the one developed by Venkatesh et al. (2003) which is a global framework subsuming constructs from several earlier models like TAM. The UTAUT identifies 4 key constructs that shape user acceptance, namely Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions. According to research, TAM and UTAUT are key to technology acceptance. PU and PEOU; UTAUT as PE, EE, SI and FC. Employees will more likely accept AI when they themselves think it will lead to better performance or ease a lot of their work (Wang, 2023). In addition, as shown by Yang et al. The success of this implementation is highly dependent on both social influence and support mechanisms (i.e. training) (Ejjami, 2024)

2.3 Concept of Artificial Intelligence (AI) and Customer Satisfaction

AI for auto detailing can be especially beneficial for enhancing customer experience through personalization and quick responses, both of which are essential in loyalty building. Thus, trust consists of the perceived reliability of AI technologies and their transparent processes, which are crucial for customer satisfaction and loyalty. AI technologies provide a value-adding service when adopted in the right manner, leading to improved retention and satisfaction (Tulcanaza-Prieto et al., 2023)

2.4 Concept of Artificial Intelligence (AI) and Employee Efficiency

Using Artificial Intelligence (AI) on the job has revolutionized employee productivity, achieving greater efficiency by letting workers automate repetitive tasks and focus on harmonizing more with the organization. Research indicates that employees' engagement perception matters significantly when it comes to operational performance — specifically the perceived usefulness (PU) and perceived ease of use (PEOU) of artificial intelligence technology (Gao, 2023). Despite the higher efficiency, and job satisfaction reported by employees over time, they highlight the crucial need for continuous employee training to optimally adjust to new technologies (Karsoliya, 2024).

Conceptual framework of research

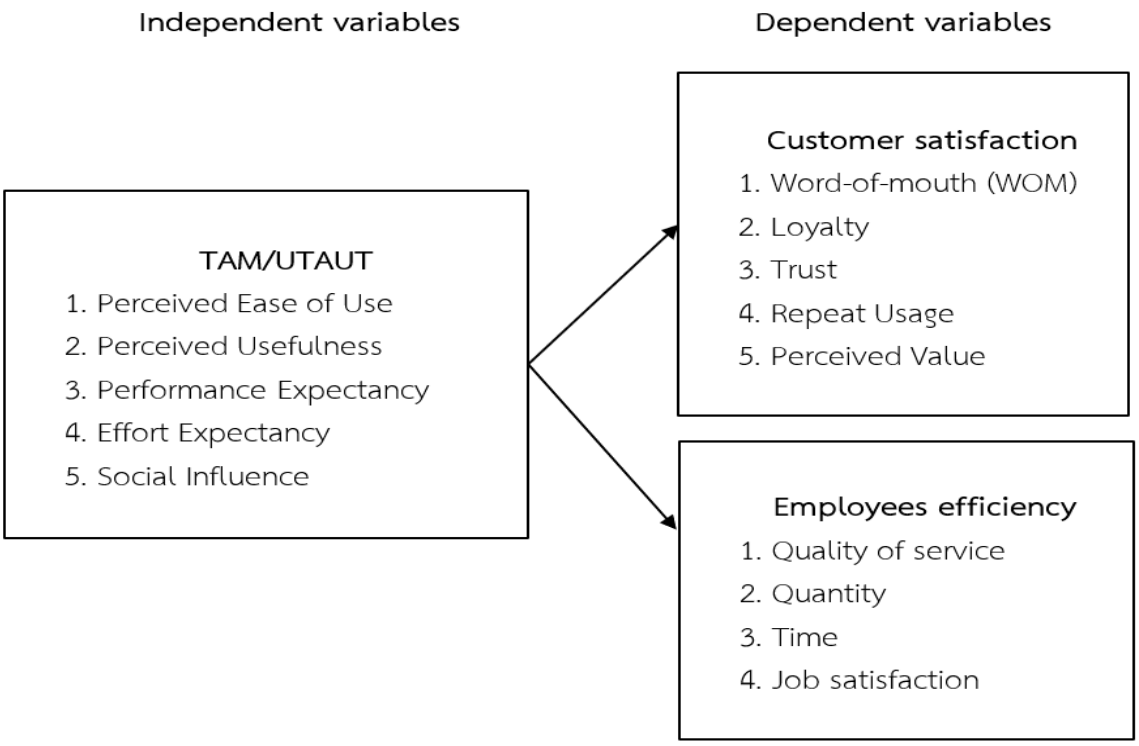

Figure 1: Research framework

Hypotheses of this research

Hypothesis 1: There is a significant relationship between technology acceptance and customer satisfaction.

Hypothesis 2: There is a significant relationship between technology acceptance and employee efficiency.

3. Methodology

This research uses a mixed-method design: both quantitative and qualitative methods were employed to provide a more holistic view of which AI applications are relevant to customer satisfaction and employee efficiency at Wisdom Car Detailing.

Data collection

3.1. Quantitative Method

The quantitative part of this study will gather information from customers of Wisdom Car Detailing through a structured questionnaire. The instrument write will specifically measure their levels of satisfaction and perceptions of the AI technologies that are embedded in the auto detailing services. The questionnaire would be made of 1.) Screening questions: Age whichever in this research the researcher picked individuals who are above 18 years old with purposive sampling, Frequency of using auto detailing services, Previous experience with AI

technologies. If they responded “Yes” they went on to fill in further information in the questionnaire. 2.) Technology Acceptance: TAM/UTAUT 3.) Customer Satisfaction: Questions will gauge overall satisfaction with the service received.

Sample size of customers

Cochran's formula is applied for sample size calculation, using a 95% confidence level (Z = 1.96). It finds the largest sample size using an assumed proportion (p = 0.5) and focused margin of error (e = 0.05) with 95% confidence level. This margin of error strikes a balance between precision and feasibility in survey research, impacting the sample size determination and the reliability of estimates. This results in a sample size of approximately n=384 (Cochran, 1977; Krejcie & Morgan, 1970; Sheldrick et al., 2020).

Validity Test and Reliability Test (Cronbach’s alpha)

In this preliminary validation of research instruments, three experts assessed the degree of match of each item against the objectives of the study, using the Index of Item Objective Congruence (IOC) (all items had IOC > 0.67).

In addition, Cronbach's Alpha analysis was performed to examine the reliability of the constructions measured by the questionnaire with a sample of 30 customers. Cronbach's alpha scores for these constructs ranged from 0.742 to 0.949, reflecting strong inter-item consistency among the survey items measuring the same construct; a score above 0.70 is considered acceptable.

3.2. Qualitative Method

This study applies a qualitative method of conducting semi-structured interviews with 14 employees at Wisdom Car Detailing to obtain detailed insights into their experiences and perceptions on AI integration (Creswell & Poth, 2018). These interviews were carried out both preceding and following the introduction of the different AI technologies at Wisdom Car Detailing, allowing for observation of any alterations in job satisfaction or operational efficiency resulting from the AI implementation. This aids in getting a more thoughtful understanding of employees by using things such as voice recorders and field notes as data collection methods.

Data Analysis

1. Quantitative Data Analysis (Customers Survey)

Using multiple regression analysis for identifying relationships between the technology acceptance and customer satisfaction at Wisdom Car Detailing (Field, 2018), the study will focus on data collected from package software's filled questionnaires. The study conducts detailed exploratory data analysis on customer perceptions and satisfaction levels with AI technologies, and it provides statistical evidence supporting the research hypotheses.

2. Qualitative Data Analysis (Employees interview)

In-depth interviews were held with 14 employees of Wisdom Car Detailing to gain qualitative insights into their attitudes and experiences towards the adoption of AI technologies (Creswell

& Poth, 2018). Semi-structured interviews were conducted and thematically analyzed to identify key themes with respect to employee efficiency, job satisfaction and impact of AI on workflow (Braun & Clarke, 2006). Interviews for the employee segment will be before and after the integration of AI technologies at Wisdom Car Detailing. This makes it possible to compare their change in job satisfaction and efficiency before and after the introduction of AI.

4. Results

4.1 Screening questions of customers

413 customers, whom 100% completed the questionnaire also used AI previously and 210 used Wisdom Car Detailing services frequently, 36% stated that they always used. Currently, the original customers are 37.5 percent of ages 35-44 It is worth noting that they are all over 18, which according to the rules in Thailand (The Department of Land Transport, 2024) only enables those over 18 to hold a driving license.

4.2 Technology Acceptance

As presented by the data on Technology Acceptance (TAM/UTAUT) factors, 90% of respondents view AI technologies as easy to use, agreeing (46%) or strongly agreeing (44%) on perceived ease of use. In terms of perceived usefulness, 100% of the respondents had a favorable attitude, with 55% stated as agree to use the system, and 45% stated as strongly agree. Other factors receiving high agreement rates were performance expectancy and effort expectancy, suggesting high levels of acceptance of AI technologies on the part of users.

Table 1: Table of Customer Satisfaction Results

Satisfaction factors	Answers	Percentage
Word-of-mouth (WOM)	Always	51%
Loyalty	Extremely likely	49%
Trust	Extremely Trust	51%
Repeat Usage	Always	53%
Perceived Value	Excellent	51%

Since 96% of the customer satisfaction is very clear that most of the people always/frequently share their experience which means high customer satisfaction and customer acquisition from reference. In other words, that means that the rate of customer retention is very high and out of the customers who tried the services 95% of them were satisfied with the services and as a result 97% of them plan to come back for services again. Second, service trust is also very high — 98% of customers reporting high levels of trust — a prerequisite for building long term relationships going forward. Finally, 99% of them never miss a visit — they come for services — strong evidence that AI integration is effective to boost customer satisfaction.

4.3 Descriptive Statistics

413 respondents reported a mean Satisfaction Score of 4.4893 (SD = 0.36626) indicating high to broad customer satisfaction. Likewise, the means for perceived ease of use ($\bar{x}$ = 4.3172, SD = 0.60048) and perceived usefulness ($\bar{x}$ = 4.4492, SD = 0.41784) confirmed the positive view of the customers on AI technologies.

Table 2: Regression Analysis

	B	SE.	Beta	t	sig	Tolerance	VIF
(Constant)	1.58	0.15		10.44	0.00		
ZPEOU	0.10	0.03	0.16	3.12	0.00	0.40	2.51
ZPU	0.13	0.04	0.15	3.43	0.00	0.60	1.66
ZPE	0.08	0.04	0.09	2.22	0.03	0.63	1.58
ZEE	0.22	0.04	0.30	5.44	0.00	0.37	2.73
ZSI	0.13	0.03	0.19	4.04	0.00	0.49	2.04

The regression model analysis showed a significant effect of AI on customer satisfaction, $F(5,407) = 99.881$, $p < 0.001$, and—through social influence, perceived usefulness, performance expectancy, perceived ease of use, and effort expectancy—accounted for 55.1% of the variance. The ANOVA result demonstrates a good model fit ($F(1,412) = 99.881$, $p < 0.001$), indicating a strong association between the constructs addressed in this study. It was found that technology acceptance (performance expectancy (PE), effort expectancy (EE), perceived usefulness (PU), social influence (SI)) causes customer satisfaction ($\beta = 0.299$, $p < 0.001$) and effort efficiency scale is the strongest effect. Also, 71% of viewers who responded positively believed services improved with satisfaction, especially when it came to mutual requests; yet they felt that AI could serve Wisdom Car Detailing much better.

These results support Hypothesis 1, that technology acceptance and customer satisfaction are linked. So, AI has the potential to be a great tool to increase customer satisfaction.

Table 3: Table of Employees interview results: Samples of employees

Keywords	Number	Percentage
Efficiency	12	85%
Job Satisfaction	11	78%
Quality of services	12	85%
Quantity of works	10	71%
Time (Faster)	12	85%

Before AI integration, Wisdom Car Detailing had well-established customer relationships but lacked technological advantages. With AI incorporated, efficiencies were achieved through automation, which improved consumer experiences and offered enhanced data insights. But there are concerns, including employee resistance to new technologies, over-reliance on AI and a decrease in the human touch for customers.

Internal employees were interviewed shortly after the AI tools were implemented due to time constraint, and results showed a drastic increase in both job satisfaction and perceived efficiency. Automated scheduling helped employees focus on delivering quality services and making sure the inventory was available consistently. However, they also highlighted the crucial need for continued education and support in utilizing these AI tools, emphasizing technology acceptance as a means of revolutionizing employee experiences in the auto detailing industry. It shows a positive correlation, meaning that the more employees accept and use AI technologies, the higher their productivity and job satisfaction.

The result confirms Hypothesis 2 that technology acceptance is significantly related to employee efficiency. This highlights the need for cultivating a technology acceptance culture to improve employee performance in auto detailing businesses.

5. Conclusion and Recommendations

Employee efficiency and customer satisfaction is significantly increased with digital technologies, especially artificial intelligence (AI) integration at Wisdom Car Detailing. TAM and UTAUT results Staff acceptance of AI is a key to improving operational efficiency (Venkatesh et al., 2022). In addition, the study emphasizes training and enablement of the employees from the organization to use the benefits of AI applications, as pointed out by Davenport & Ronanki (2018), the automation helps the employees to focus on the complicated activities.

5.1 Recommendations to leverage the benefits from this research

5.1.1 Employees in AI technologies are upskilled by offering training sessions. This backs up George & Mallery's (2003) findings that training to enhance performance must maintain consistency and reliability.

5.1.2 Create a feedback department where employees will share their experiences and pain points of working on AI tools and AI will address their concerns. As Martinez and Rishan (2023) state, "Encouraging open communication leads to higher collaboration and problem-solving skills, leading to effective integration of AI into the workplace." Doing so empowers employees to think critically about how to get the most out of AI tools, while also providing an ongoing opportunity to iterate.

5.1.3 Make Customers Part of Your AI Integration Journey Active customer participation generates mutual value, demonstrates intent to service, builds trust, and creates

brand loyalty (Kumar & Reinartz, 2016). This method ensures the benefits of AI are conveyed clearly, improving overall customer engagement.

5.1.4 Monitor and update AI algorithms periodically. Ongoing monitoring of AI is a necessity, as Davenport and Ronanki (2018) point out, to ensure that it remains effective. Doing so gains customer trust as well as satisfaction while also trying to better the quality of the service provided.

5.1.5 Establish an organizational culture focused on innovation and adaptability to optimize AI integration and deployment. Implement flexible working arrangements that allow employees to test new ideas and technologies outside of traditional workflows.

5.1.6 Develop strategies you will use to overcome employee resistance by educating them on the advantages of AI and involving them in the implementation strategy. Recognize and reward those who adopt AI tools, signaling which behaviors are positive and encouraging others to follow suit.

5.2 Recommendations for future research

5.2.1 The longitudinal studies offer vital understanding in terms of the long-term effects of integrating AI over time on employee performance and customer satisfaction.

5.2.2 Investigating other cultural elements such as culture of openness and change towards the transition to AI can help better understand the influence of culture on the successful integration of AI technologies in the workplace.

5.2.3 Include a more diverse sample from auto-detailing businesses in multiple geographical locations to enhance the generalizability of the findings.

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